



NEW ZEALAND MEDIA LANDSCAPE

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Country Overview

THE MAJORITY OF NEW ZEALAND'S POPULATION IS CONCENTRATED IN THE NORTH ISLAND

Overview of New Zealand



CAPITAL

Wellington

REGION

Oceania

GDP PER CAPITA, PPP

\$45,382

GDP

\$207 billion

POPULATION

4,917,000

AREA

268,838 SQ.KM

Though the British monarch remains head of state, New Zealand has operated under an independent parliamentary democracy led by a prime minister since its independence in 1907.

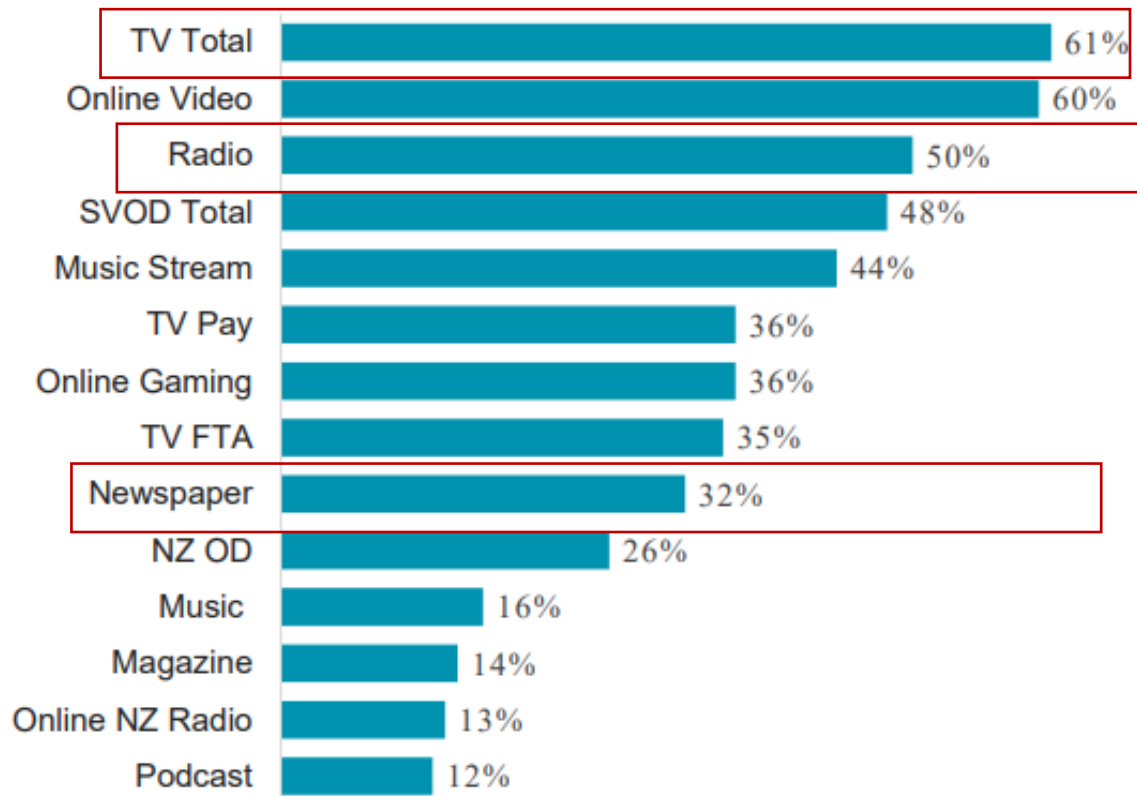
Today, 70 percent of Kiwis, a common term for the people of New Zealand after a native flightless bird, are of European descent.

Per capita income remains high and education expenditures as a percent of gross domestic product are some of the highest in the world.

Media Consumption Overview

TRADITIONAL MEDIA IS WELL ALIVE AND HERE TO STAY

Daily reach of all media 2020



Digital is on a steady growth



Free-to-air audiences have remained stable



They spend 2 Hours 7 Min listening to radio everyday



Print remains stable

TV Consumption

EVERY WEEK TV REACHES 3 MILLION NEW ZEALANDERS (2022)

TV Reach In A Week (2022)

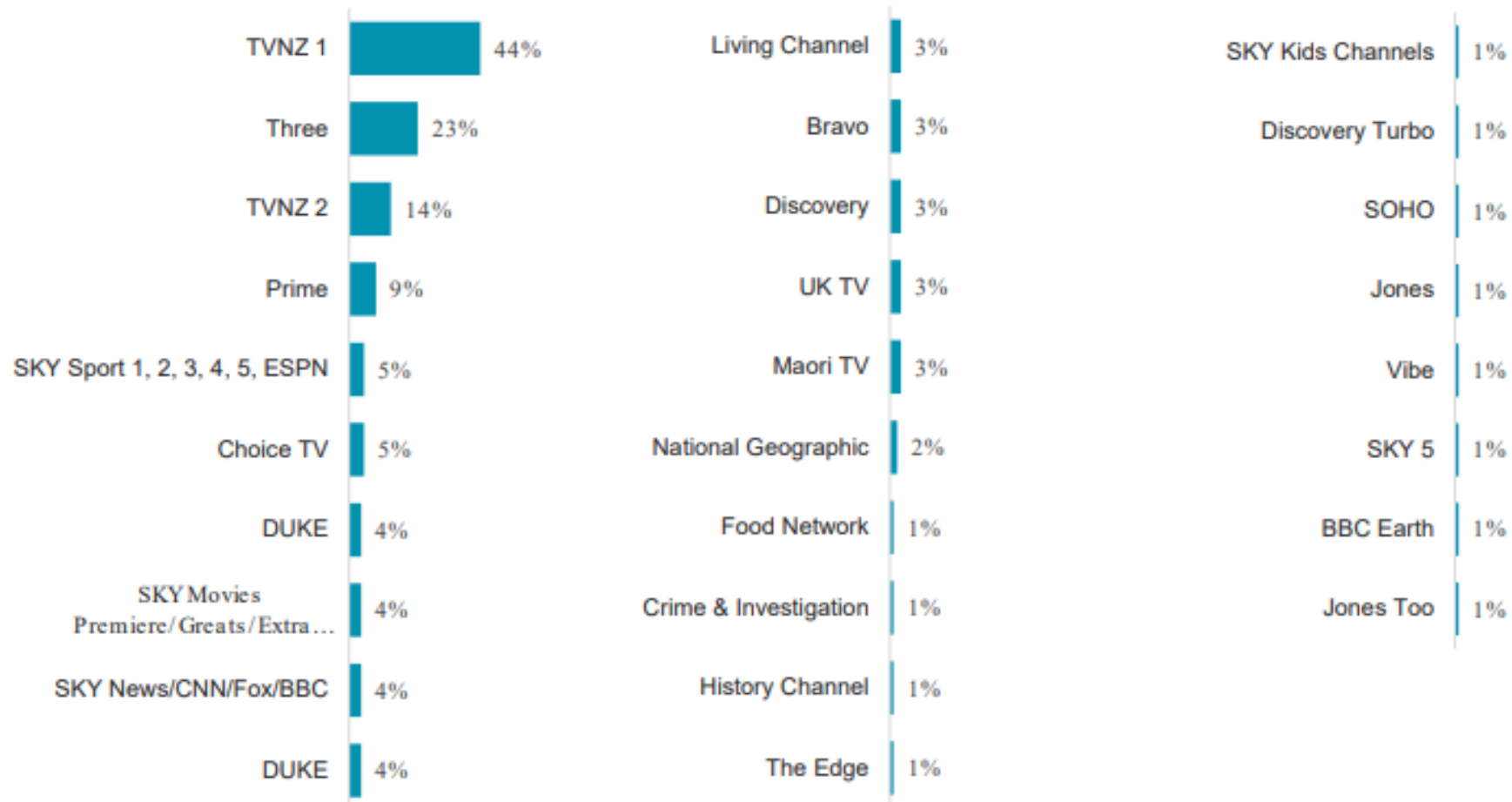
Audience	All People 5+	All People 25-54	Main Household Shopper with kids	All People 18-39	All People 18-49	All People 55+
Average Weekly Reach	2,974,000	1,244,000	394,000	667,000	1,124,000	1,214,000
Average Weekly Reach (%)	64%	62%	71%	44%	53%	87%

- 95% of New Zealand homes (1,755,000) have a television
- New Zealanders spend 1 hour 50 minutes per day watching TV
- Large broadcast groups TVNZ and Mediaworks make majority share of TV audience, with strongest VOD platforms. SKY TV dominates the paid market in NZ with 925,000 paid subscribers

TV Consumption

TOP TV CHANNELS

Daily reach of TV channels 2021



TV Consumption

TOP TV CHANNELS

TVNZ 1



TVNZ 1 is the first national television channel owned and operated by the state-owned broadcaster Television New Zealand (TVNZ). Central to TVNZ 1 is news and current affairs. Also, it broadcasts sports programming, drama, general entertainment and documentaries, both locally and internationally (especially British) produced.

TVNZ 2



TVNZ 2 is the second New Zealand television channel owned and operated by TVNZ. It targets a younger audience than its sister channel, TVNZ 1. TVNZ 2's line up consists of dramas, comedies, and reality TV shows.

Three

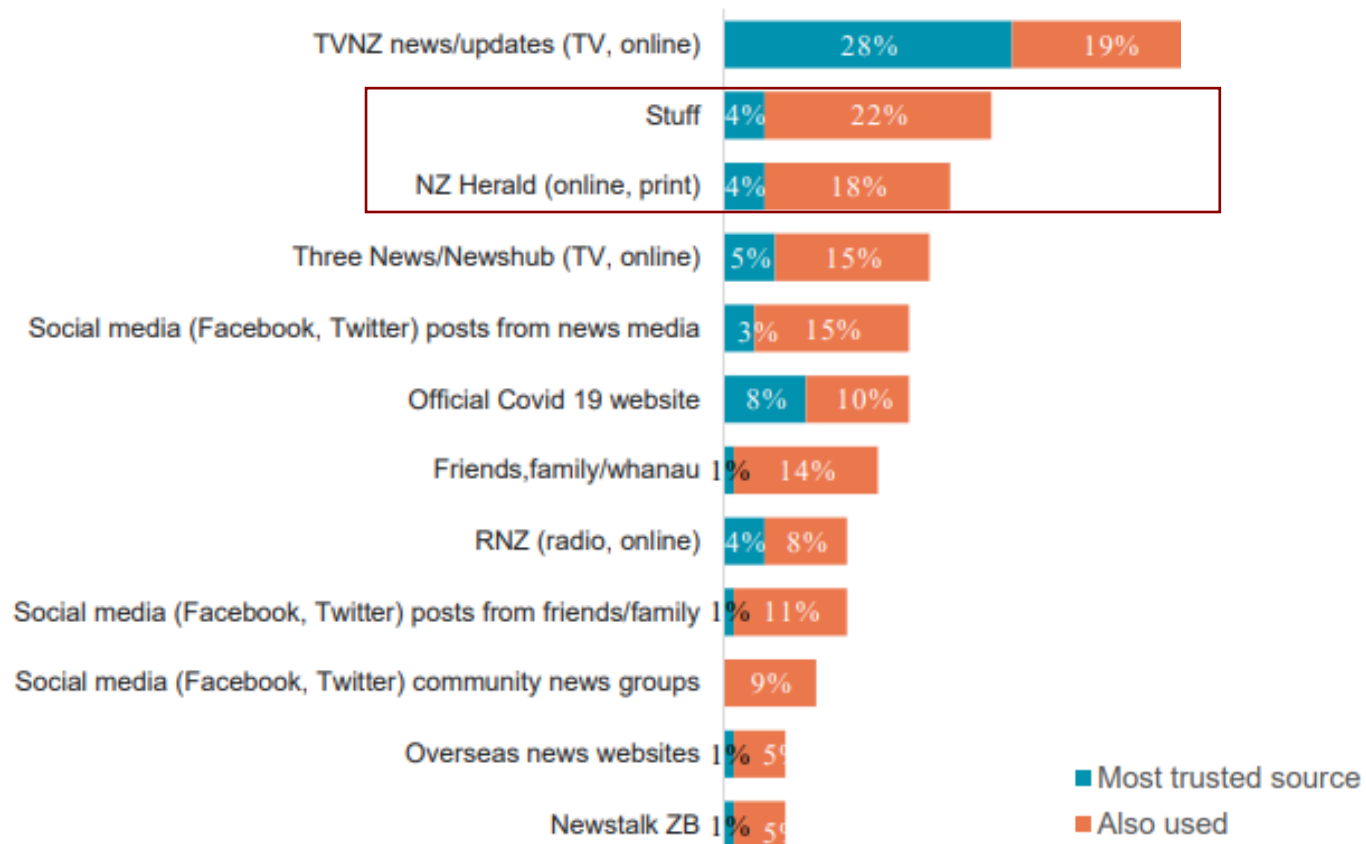


Three is a New Zealand nationwide television channel. Three is a general entertainment channel owned by Discovery New Zealand, with a significant news and current affairs element under the banner of Newshub. Three carries a significant amount of local content, most of which airs at prime-time.

Print Consumption

NEWSPAPERS ARE CONSIDERED A TRUSTED SOURCE

Sources of news and information



- The latest readership insights released by Nielsen into New Zealanders' news habits reveal nearly 2 million people access New Zealand Herald (print and digital) journalism each week
- Stuff, the 2nd most consumed and 3rd most trusted source of news is a media company which owns dailies The Dominion Post, The Press, and the highest circulation weekly, Sunday Star-Times

Print Consumption

TOP PRINT TITLES



New Zealand Herald Readership: 595,000

The New Zealand Herald is a daily newspaper published in Auckland, New Zealand, owned by New Zealand Media and Entertainment, and considered a newspaper of record for New Zealand.



The Dominion Post Readership: 211,000

The Dominion Post is a metropolitan daily newspaper published in Wellington, New Zealand. It is owned by media business Stuff Ltd.



The Press Readership: 160,000

The Press is a daily newspaper published in Christchurch, New Zealand owned by media business Stuff Ltd. First published in 1861, the newspaper is the largest circulating daily in the South Island.



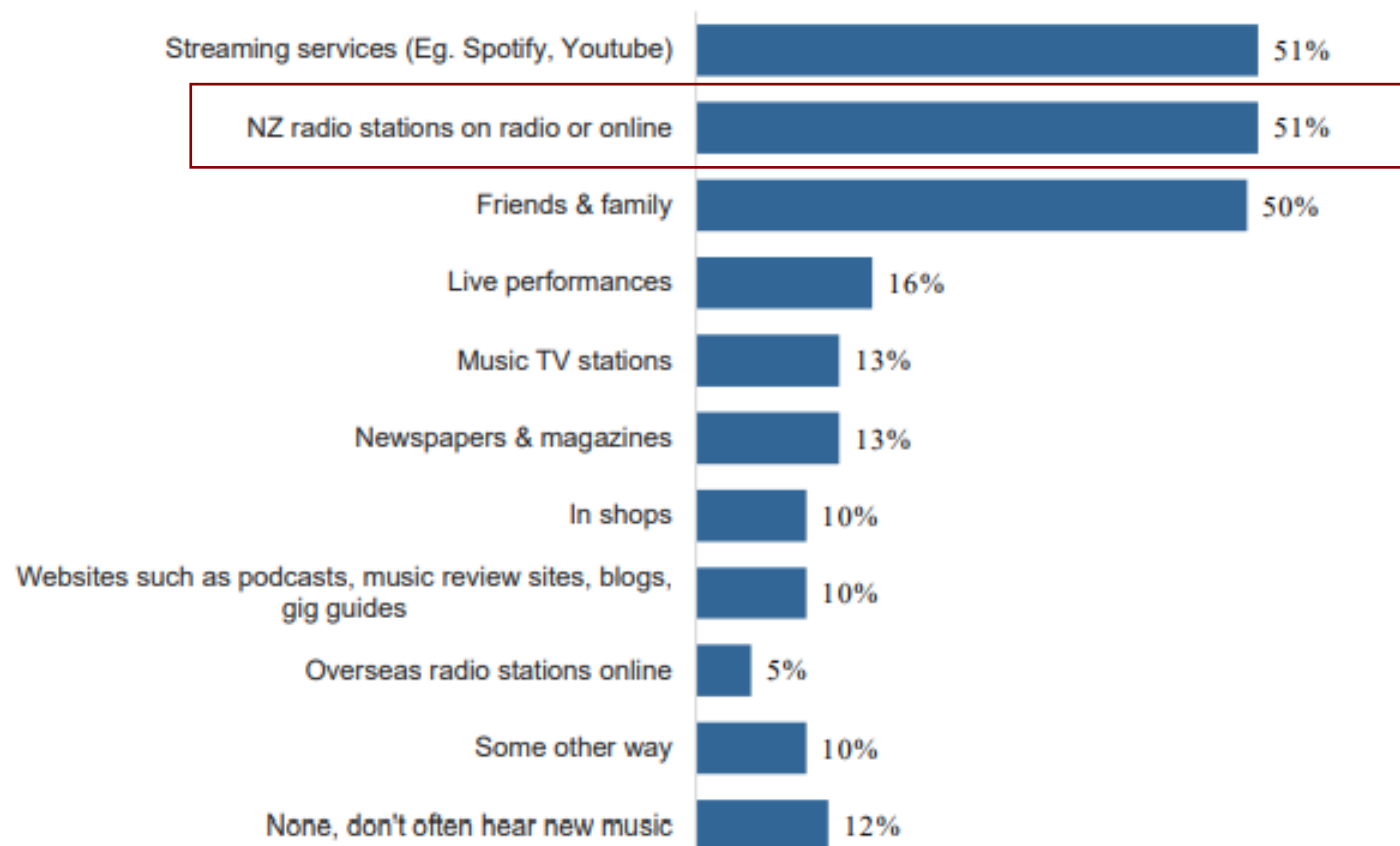
Sunday Star Times Readership: 172,000

The Sunday Star-Times is a New Zealand newspaper published each weekend in Auckland. It covers both national and international news. In 2019, the newspaper won the title of New Zealand Newspaper of the Year.

Radio Consumption

RADIO IN NZ REACHES 3.3 MILLION KIWIS PER WEEK

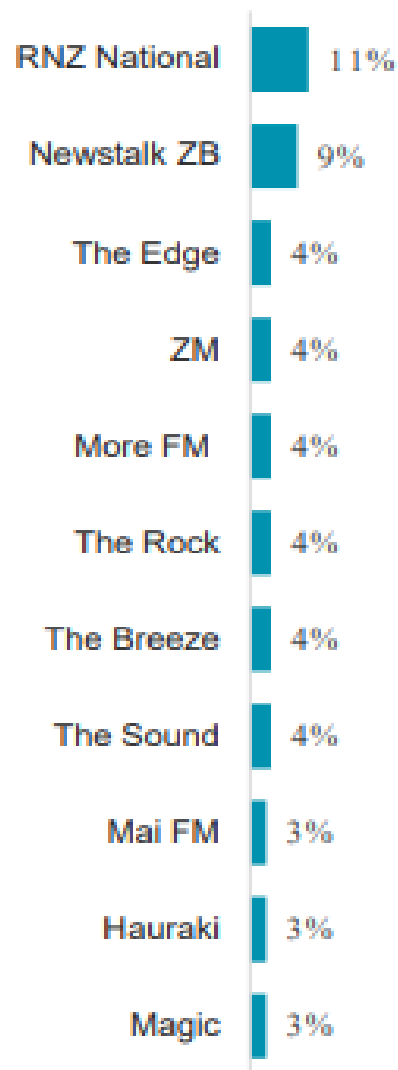
Sources of awareness of new music



- While there is a slight skew towards older New Zealanders using NZ radio as a source of new music, this source has relatively broad use across all New Zealanders

Radio Consumption

TOP RADIO STATIONS



Daily reach of radio stations 2020

- RNZ National is the most popular radio station, reaching more than one in ten New Zealanders (11%) each day, followed by News talk ZB (9%)
- These two stations are the only ones to show an increase in daily reach since 2018. This trend may be impacted by New Zealanders being more engaged in news during the survey period due to the Covid 19 outbreak.

Radio Consumption

TOP RADIO STATIONS



RNZ National
Frequency: 101.4 FM

RNZ National is a publicly funded non-commercial New Zealand English-language radio network operated by Radio New Zealand. It specializes in programs dedicated to news, the arts, music, and New Zealand culture.



The Edge
Frequency: 94.2 FM

The Edge is a youth-oriented radio network based in Auckland that broadcasts nationwide. It is owned and operated by MediaWorks New Zealand and features music and entertainment.



News talk ZB
Frequency: 89.4 FM

Newstalk ZB is a nationwide New Zealand talk-radio network operated by NZME Radio. In addition to talkback, the network also broadcasts news, interviews, music, and sports.

Digital Consumption

THE NUMBER OF INTERNET USERS IN NEW ZEALAND INCREASED BY 1.7% BETWEEN 2021 AND 2022



Digital Consumption

KIWIS SPEND MOST OF THEIR TIME ON YOUTUBE

FEB
2022

MOST-VISITED WEBSITES: SIMILARWEB RANKING

RANKING OF THE MOST-VISITED WEBSITES ACCORDING TO SIMILARWEB, BASED ON ANNUAL WEBSITE TRAFFIC FOR FULL-YEAR 2021

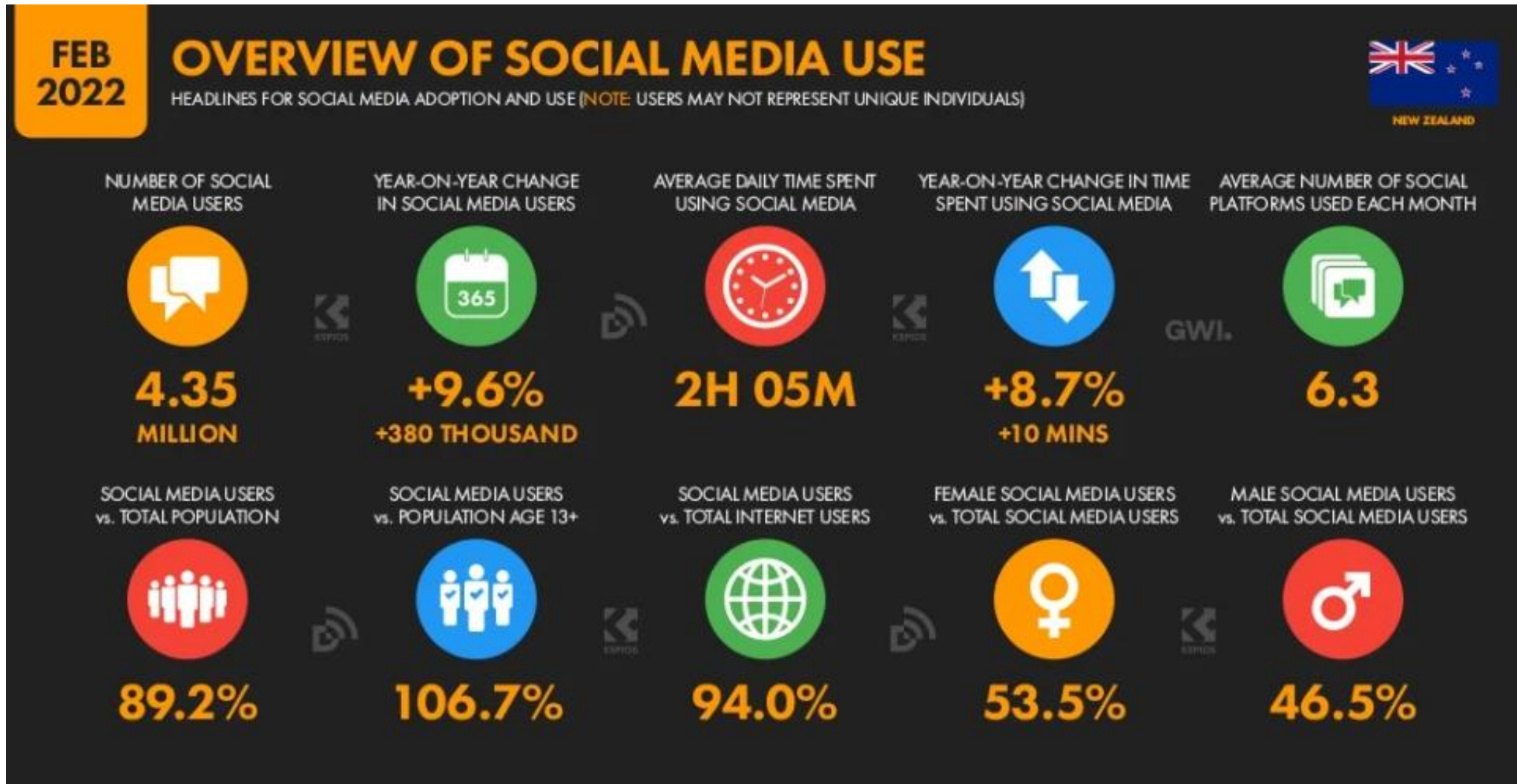


#	WEBSITE	TOTAL VISITS	MOBILE SHARE	DESKTOP SHARE	TIME PER VISIT	PAGES PER VISIT
01	GOOGLE.COM	3.52B	45.3%	54.7%	12M 19S	8.41
02	YOUTUBE.COM	1.46B	12.8%	87.2%	22M 43S	12.89
03	FACEBOOK.COM	932M	37.3%	62.7%	10M 25S	8.92
04	STUFF.CO.NZ	399M	59.5%	40.5%	5M 13S	3.32
05	NZHERALD.CO.NZ	350M	71.2%	28.8%	4M 24S	2.67
06	NETFLIX.COM	257M	2.6%	97.4%	11M 18S	4.27
07	TRADEME.CO.NZ	227M	33.6%	66.4%	8M 51S	13.13
08	GOOGLE.CO.NZ	211M	34.3%	65.7%	7M 29S	11.30
09	WIKIPEDIA.ORG	206M	46.1%	53.9%	4M 21S	3.22
10	METSERVICE.COM	179M	39.9%	60.1%	1M 52S	1.93

#	WEBSITE	TOTAL VISITS	MOBILE SHARE	DESKTOP SHARE	TIME PER VISIT	PAGES PER VISIT
11	TWITTER.COM	153M	39.1%	60.9%	10M 10S	11.80
12	INSTAGRAM.COM	152M	39.2%	60.8%	8M 05S	12.81
13	LIVE.COM	140M	27.1%	72.9%	7M 15S	8.30
14	REDDIT.COM	126M	19.8%	80.2%	10M 29S	6.45
15	SPARK.CO.NZ	111M	57.7%	42.3%	2M 56S	1.89
16	PORNHUB.COM	105M	85.6%	14.4%	8M 17S	6.60
17	TVNZ.CO.NZ	104M	41.5%	58.5%	4M 24S	3.10
18	XVIDEOS.COM	103M	91.0%	9.0%	11M 58S	8.28
19	YAHOO.COM	96.9M	38.8%	61.2%	6M 36S	5.32
20	XNXX.COM	94.1M	95.2%	4.8%	14M 35S	11.92

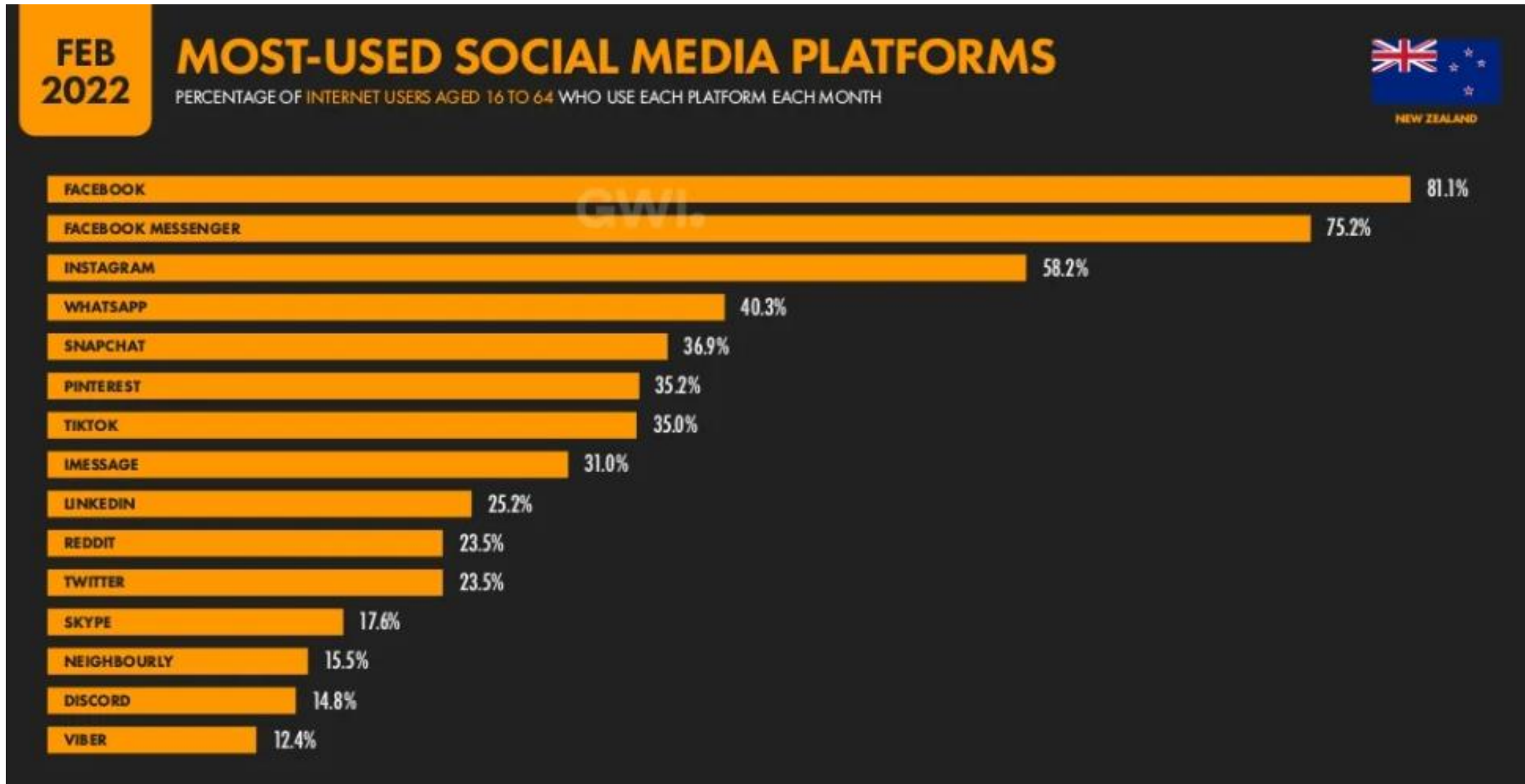
Digital Consumption

THE NUMBER OF SOCIAL MEDIA USERS INCREASED BY 9.6% BETWEEN 2021 AND 2022



Digital Consumption

FACEBOOK IS THE MOST USED SOCIAL MEDIA PLATFORM FOLLOWED BY INSTAGRAM



Outdoor Sites

NEW ZEALAND



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